



USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/15 thru 05/21.

(prices in dollars per carton)

Fri. May 15, 2020

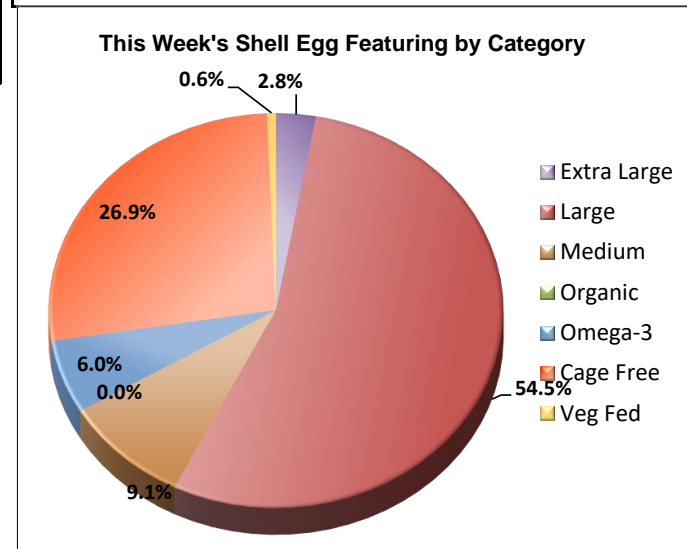
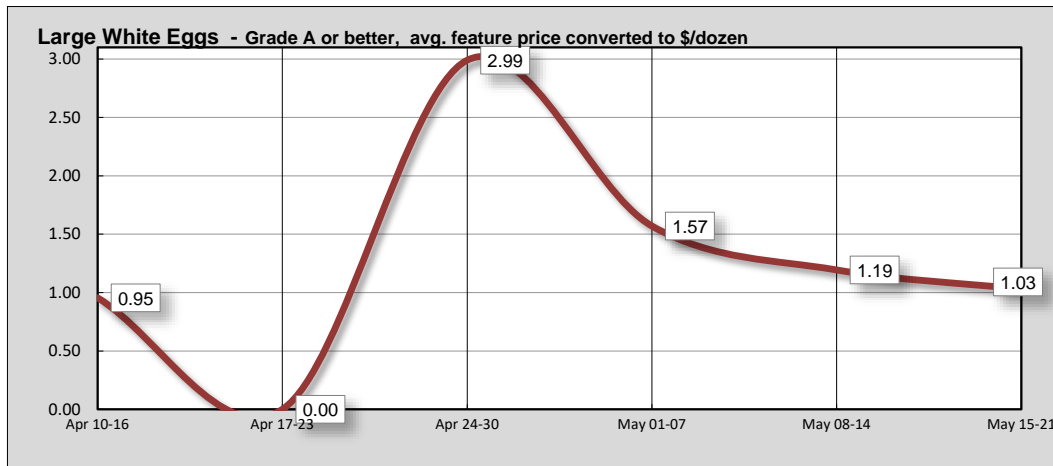
SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		6.7% of 29,200 stores				5.9% of 29,200 stores				31.2% of 29,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	54	1.78	682	0.99			77	1.15	68	1.18	51	1.07
	White 18 pack			50	2.99	54	2.69	179	1.99			1,087	1.56
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			307	0.96	43	1.29	402	1.11	6	3.00	1,624	0.78
SPECIALTY	White 18 pack							129	1.96			139	1.23
	Brown 12 pack											24	0.99
	USDA ORGANIC												
	White 12 pack									258	4.35		
	Brown 12 pack									258	3.29	540	4.25
	OMEGA-3												
	White 12 pack			115	2.06	77	4.49	86	2.00	814	3.62	1,262	2.50
	Brown 12 pack											92	2.99
	CAGE-FREE												
	White 12 pack			447	2.23					165	2.61	207	2.49
Brown 12 pack			65	2.50			477	3.31			2,150	2.15	
SPECIALTY	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack			12	2.00							250	2.31

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,093	884	2,999	Large Eggs on
Specialty	639	640	5,996	May-11-2020
Total (includes MD)	1,906	1,662	9,241	677.7
Special Rate 4/:	0.0%	0.3%	4.8%	down 2.2%

5/ 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs continues to gradually improve and is higher than last week. The weighted average price to consumers for Large white eggs, Grade A or better, is trending lower. Retailers have completely backed off offering shoppers "no price" specials this week. Ads for Medium eggs are steady however ads for Extra Large eggs decline. Promotional activity for specialty shell eggs is about the same as a week ago. Liquid egg featuring drops sharply in number when compared to previous weeks.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}		7.1% of 5,500 sampled outlets Activity Index = 311 (includes Medium)						3.0% of 7,400 sampled outlets Activity Index = 221 (includes Medium)						6.4% of 6,100 sampled outlets Activity Index = 403 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.99	69	0.99										0.79 - 0.99	238	0.95
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack																		
	OMEGA-3 White 12 pack Brown 12 pack										1.99	3	1.99				1.99 - 2.00	101	2.00
	CAGE-FREE White 12 pack Brown 12 pack				2.00 - 2.49 3.00	229 13	2.44 3.00				2.00	218	2.00				2.00 - 2.49	52	2.38
	VEGETARIAN FED White 12 pack Brown 12 pack																2.00	12	2.00
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}		3.8% of 4,900 sampled outlets Activity Index = 185 (includes Medium)						2.7% of 3,800 sampled outlets Activity Index = 104 (includes Medium)						52.5% of 1,300 sampled outlets Activity Index = 682 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack							1.78	54	1.78			2.99	50	2.99		0.99	682	0.99
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack			0.85 - 0.88	174	0.86	White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack																		
	OMEGA-3 White 12 pack Brown 12 pack				2.66	11	2.66												
	CAGE-FREE White 12 pack Brown 12 pack																		
	VEGETARIAN FED White 12 pack Brown 12 pack																		

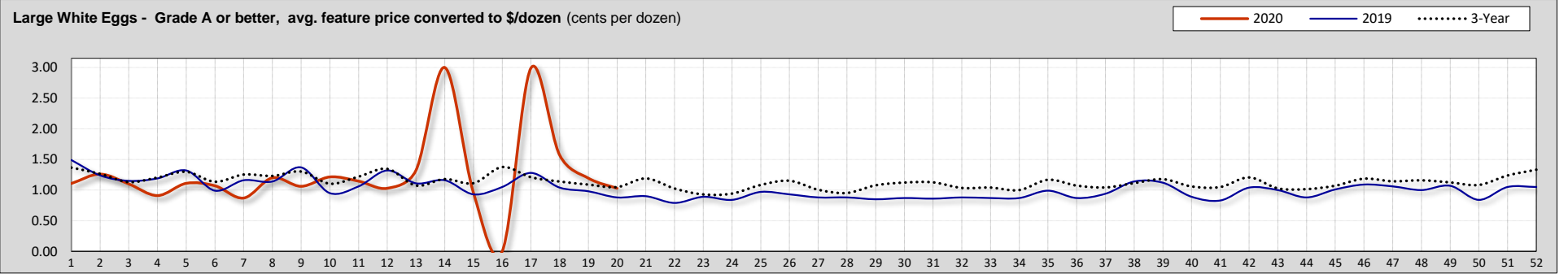
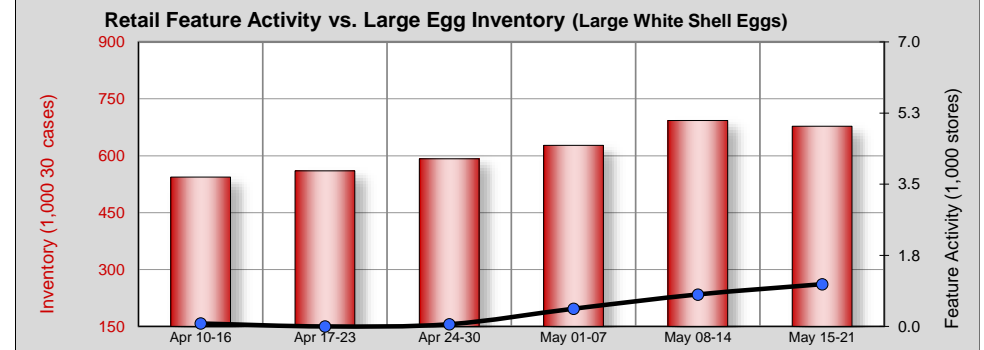
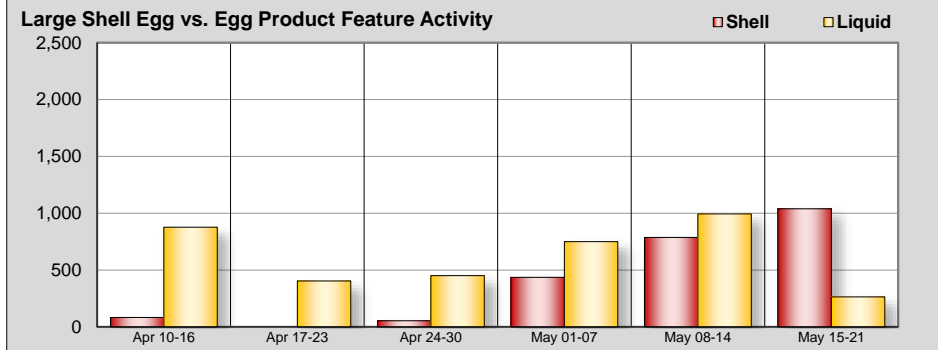
		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC												
	White 12 pack												
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	0.9%	2.6%	2.8%	0.4% of 5,500 sampled	2.9% of 7,400 sampled	0.0% of 6,100 sampled	0.0% of 4,900 sampled	0.6% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	264	994	1,861	Activity Index = 22	Activity Index = 218	Activity Index = 0	Activity Index = 0	Activity Index = 24	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	240 2.50	474 2.36	1,499 1.95	2.50 22 2.50	2.50 218 2.50			5.19 24 5.19	
32 oz. crtn	24 5.19	520 5.58	292 3.39						
3 - 4 oz. cup									
2 - 8 oz. cup			70 3.74						
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				0.0% of 100 sampled	0.0% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 0				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn									
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>